

IN THE CLAIMS:

All pending claims are produced below.

1. (Currently Amended) A method comprising:

- a) receiving image data associated with an article, the image data identifying a plurality of images within the article;
- b) determining an image data signal a plurality of image data signals for an image the plurality of images based at least in part on the image data; associated with the article; and
- c) determining a plurality of image data scores for the plurality of images based at least in part on the plurality of image data signals and the article; and
- e) determining selecting an image of the plurality of images as a representative image for the article based at least in part on the plurality of image data signal scores.

2. (Currently Amended) The method of claim 1, wherein determining an a plurality of image data signals image data signal for an image associated with the article comprises identifying at least one image file associated with the article.

3. (Cancelled)

4. (Currently Amended) The method of claim 1, wherein determining a plurality of image data scores for the plurality of images comprises determining an image data signal for an image associated with the article comprises determining an image data signal for a

~~plurality of images associated with the article, and determining an image data score for each of the plurality of images image.~~

5. (Currently Amended) The method of claim [[4]] 1, wherein ~~determining selecting an image of the plurality of images as a representative image for the article based at least in part on the plurality of image data signal scores~~ comprises selecting an image associated with ~~the a~~ highest image data score.

6. (Currently Amended) The method of claim 5, further comprising:
a) generating a representative image that includes surrounding context of the image with the highest image data score.

7. (Currently Amended) The method of claim 1, wherein ~~determining selecting an image of the plurality of images as a representative image for the article based at least in part on the plurality of image data signal scores~~ comprises comparing the ~~image data signal plurality of image data scores~~ to a predefined threshold.

8. (Currently Amended) The method of claim [[4]] 1, further comprising:
~~determining a default image associated with the article; and determining an image data score for the default image.~~

determining a default image associated with the article; and
determining an image data score for the default image.

9. (Cancelled)

10. (Currently Amended) The method of claim 8, further comprising~~[,]~~ wherein
~~determining a representative image for the article based at least in part on the image data~~

~~signal comprises~~ comparing the image data ~~scores~~ score for the ~~plurality of default image images~~ to a predefined threshold.

11. (Currently Amended) The method of claim 1, wherein ~~determining selecting an image of the plurality of images as a representative image for the article based at least in part on an image data signal~~ comprises selecting an image that meets a predetermined criterion.

12. (Original) The method of claim 11, wherein a predetermined criterion comprises at least one of the following: file extension name, file name, file size, image dimensions, image aspect ratio, image frequency over multiple articles, image frequency over multiple articles within a particular web site, location of image within an article, data adjacent to image, whether the image is associated with submission of a form, image caption, text adjacent to image, color distribution in image, text in links to the image from other pages, text nearby links to the image from other pages, headings and other text in pages that link to the image, and number of colors in image.

13. (Currently Amended) The method of claim 7, ~~wherein determining a representative image for the article based at least in part on the image data signal further comprises comprising: if the image data signal matches the predefined threshold, then selecting the image associated with the image data signal; and if the image data signal does not match the predefined threshold, then selecting a default image as a representative image.~~

selecting an image of the plurality of images as the representative image responsive to an image data score associated with the image matching the predefined threshold; and

selecting a default image as the representative image responsive to the plurality of image data scores for the plurality of images being below the predefined threshold.

14. (Original) The method of claim 2, wherein identifying at least one image file associated with the article comprises determining at least one of the following: file extension name, file name, file size, image dimensions, image aspect ratio, image frequency over multiple articles, location of image within an article, data adjacent to image, image caption, text adjacent to image, color distribution in image, text in links to the image from other pages text nearby links to the image from other pages, headings and other text in pages that link to the image, and number of colors in image.

15. (Original) The method of claim 2, wherein the at least one image file comprises at least one of the following: a gif file, a bmp file, a png file, a jpeg file, a jpg file, an image file, photo file, and a screenshot.

16. (Currently Amended) The method of claim 1, wherein determining ~~an a~~ plurality of image data signal scores for each image the plurality of images comprises determining a score based on at least one of the following: file extension name, file name, file size, image dimensions, image aspect ratio, image frequency over multiple articles, image frequency over multiple articles within a particular web site. location of image within an article, data adjacent to image, whether the image is associated with submission of a form, image caption, text adjacent to image, color distribution in image, text in links to the image from other pages, text nearby links to the image from other pages, headings and other text in pages that link to the image, and number of colors in image.

17. (Original) The method of claim 8, wherein the default image is selected from at least one of the following: a screenshot of a client application, a no image available icon, a predefined section of an article, an icon associated with an article, an icon representing an application program associated with the article, an icon representing a person associated with the article, an icon representing a person associated with a messaging application and an icon representing a person associated with an e-mail.

18. (Currently Amended) The method of claim 1, further comprising:

- ④ outputting the representative image in a search result associated with the article.

19. (Currently Amended) The method of claim 1, further comprising:

- ④ outputting the representative image associated with the article in a set of selected articles.

20. (Currently Amended) The method of claim 1, wherein the representative image is selected based in part on at least in part on an article associated with an event.

21. (Original) The method of claim 18, wherein the search result includes an article associated with a client device and an article associated with a network.

22. (Original) The method of claim 18, wherein the search result is in response to at least one of the following: an explicit query from a user, and an implicit query generated by a search engine.

23. (Currently Amended) A computer program product having a computer-readable storage medium containing having executable program code, comprising:

- a) program code for receiving image data associated with an article, the image data identifying a plurality of images within the article;
- b) program code for determining an image data signal a plurality of image data signals for an image the plurality of images based at least in part on the image data; associated with the article; and program code for determining a plurality of image data scores for the plurality of images based at least in part on the plurality of image data signals and the article; and
- c) program code for determining selecting an image of the plurality of images as a representative image for the article based at least in part on the plurality of image data signal scores.

24. (Currently Amended) The computer readable medium computer program product of claim 23, wherein the program code for determining an a plurality of image data signals image data signal for an image associated with the article comprises program code for identifying at least one image file associated with the article.

25. (Cancelled)

26. (Currently Amended) The computer readable medium computer program product of claim 23, wherein program code for determining a plurality of image data scores for the plurality of images comprises program code for determining an image data signal for an image associated with the article comprises determining an image data signal for a plurality of images associated with the article, and determining an image data score for each of the plurality of images image.

27. (Currently Amended) The ~~computer readable medium~~ computer program ~~product~~ of claim [[26]] 23, wherein program code for ~~determining~~ selecting an image of the plurality of images as a representative image for the article based at least in part on the plurality of image data signal scores comprises program code for selecting an image associated with ~~the~~ a highest image data score.

28. (Currently Amended) The ~~computer readable medium~~ computer program ~~product~~ of claim 27, further comprising:

 a) program code for generating a representative image that includes surrounding context of the image with the highest image data score.

29. (Currently Amended) The ~~computer readable medium~~ computer program ~~product~~ of claim 23, wherein ~~the~~ program code for ~~determining~~ selecting an image of the plurality of images as a representative image for the article based at least in part on the plurality of image data signal scores comprises program code for comparing the ~~image data~~ signal plurality of image data scores to a predefined threshold.

30. (Currently Amended) The ~~computer readable medium~~ computer program ~~product~~ of claim [[26]] 23, further comprising: ~~program code for determining a default image associated with the article; and program code for determining an image data score for the default image.~~

program code for determining a default image associated with the article;
and
program code for determining an image data score for the default image.

31. (Cancelled)

32. (Currently Amended) The ~~computer readable medium~~ computer program product of claim 30, further comprising program code for[[],] wherein program code for determining a representative image for the article based at least in part on the image data signal comprises comparing the image data scores score for the plurality of default image images to a predefined threshold.

33. (Currently Amended) The ~~computer readable medium~~ computer program product of claim 23, wherein the program code for ~~determining~~ selecting an image of the plurality of images as a representative image for the article based at least in part on an image data signal comprises program code for selecting an image that meets a predetermined criterion.

34. (Currently Amended) The ~~computer readable medium~~ computer program product of claim 33, wherein a predetermined criterion comprises at least one of the following: file extension name, file name, file size, image dimensions, image aspect ratio, image frequency over multiple articles, image frequency over multiple articles within a particular web site, location of image within an article, data adjacent to image, whether the image is associated with submission of a form, image caption, text adjacent to image, color distribution in image, text in links to the image from other pages, text nearby links to the image from other pages, headings and other text in pages that link to the image, and number of colors in image.

35. (Currently Amended) The ~~computer readable medium~~ computer program product of claim 29, wherein program code for determining a representative image for the article based at least in part on the image data signal further comprises comprising: if the

~~image data signal matches the predefined threshold, then selecting the image associated with the image data signal; and if the image data signal does not match the predefined threshold, then selecting a default image as a representative image.~~

program code for selecting an image of the plurality of images as the representative image responsive to an image data score associated with the image matching the predefined threshold; and

program code for selecting a default image as the representative image responsive to the plurality of image data scores for the plurality of images being below the predefined threshold.

36. (Currently Amended) The ~~computer readable medium~~ computer program product of claim ~~23~~ 24, wherein the program code for identifying at least one image file associated with the article comprises program code for determining at least one of the following: file extension name, file name, file size, image dimensions, image aspect ratio, image frequency over multiple articles, location of image within an article, data adjacent to image, image caption, text adjacent to image, color distribution in image, text in links to the image from other pages, text nearby links to the image from other pages, headings and other text in pages that link to the image, and number of colors in image.

37. (Currently Amended) The ~~computer readable medium~~ computer program product of claim ~~23~~ 24, wherein the at least one image file comprises at least one of the following: a gif file, [[aa]] a bmp file, a png file,[[.]] a jpeg file, a jpg file, an image file, a photo file, and a screenshot.

38. (Currently Amended) The ~~computer readable medium~~ computer program product of claim 23, wherein the program code for determining ~~an~~ a plurality of image data signal scores for each image the plurality of images comprises program code for determining a score based on at least one of the following: file extension name, file name, file size, image dimensions, image aspect ratio, image frequency over multiple articles, location of image within an article, data adjacent to image, image caption, text adjacent to image, color distribution in image, text in links to the image from other pages, text nearby links to the image from other pages, headings and other text in pages that link to the image, and number of colors in image.

39. (Currently Amended) The ~~computer readable medium~~ computer program product of claim 30, wherein the default image is selected from at least one of the following: a screenshot of the image, a no image available screen, an icon associated with an article, an icon representing an application program associated with the article, an icon representing a person associated with the article, an icon representing a person associated with a messaging application, and an icon representing a person associated with an e-mail.

40. (Currently Amended) The ~~computer readable medium~~ computer program product of claim 23, further comprising:

- ④ program code for outputting the representative image in a search result associated with the article.

41. (Currently Amended) The ~~computer readable medium~~ computer program product of claim 23, further comprising:

④ program code for outputting the representative image associated with the article in a set of selected articles.

42. (Currently Amended) The ~~computer-readable medium~~ computer program product of claim 23, wherein the representative image is selected based in part on at least in part on an article associated with an event.

43. (Currently Amended) The ~~computer-readable medium~~ computer program product of claim 40, wherein the search result includes an article associated with a client device and an article associated with a network.

44. (Currently Amended) The ~~computer-readable medium~~ computer program product of claim 40, wherein the search result is in response to at least one of the following: an explicit query from a user, and an implicit query generated by a search engine.

45. (Cancelled)

46. (Cancelled)

47. (New) The method of claim 1, wherein the image data score for an image is determined based at least in part on a file name described by an image data signal associated with the image.

48. (New) The method of claim 1, wherein the image data score for an image is determined based at least in part on a file size described by an image data signal associated with the image.

49. (New) The method of claim 1, wherein the image data score for an image is determined based at least in part on a frequency that the image appears over multiple articles.

50. (New) The method of claim 1, wherein the image data score for an image is determined based at least in part on a frequency that the image appears over multiple articles within a particular web site.

51. (New) The method of claim 1, wherein the image data score for an image is determined based at least in part on an aspect ratio of the image.

52. (New) The method of claim 1, wherein the image data score for an image is determined based at least in part on a color distribution in the image.

53. (New) The method of claim 1, wherein the image data score for an image is determined based at least in part on a number of colors in the image.

54. (New) The method of claim 1, wherein the image data score for an image is determined based at least in part on an image caption for the image.